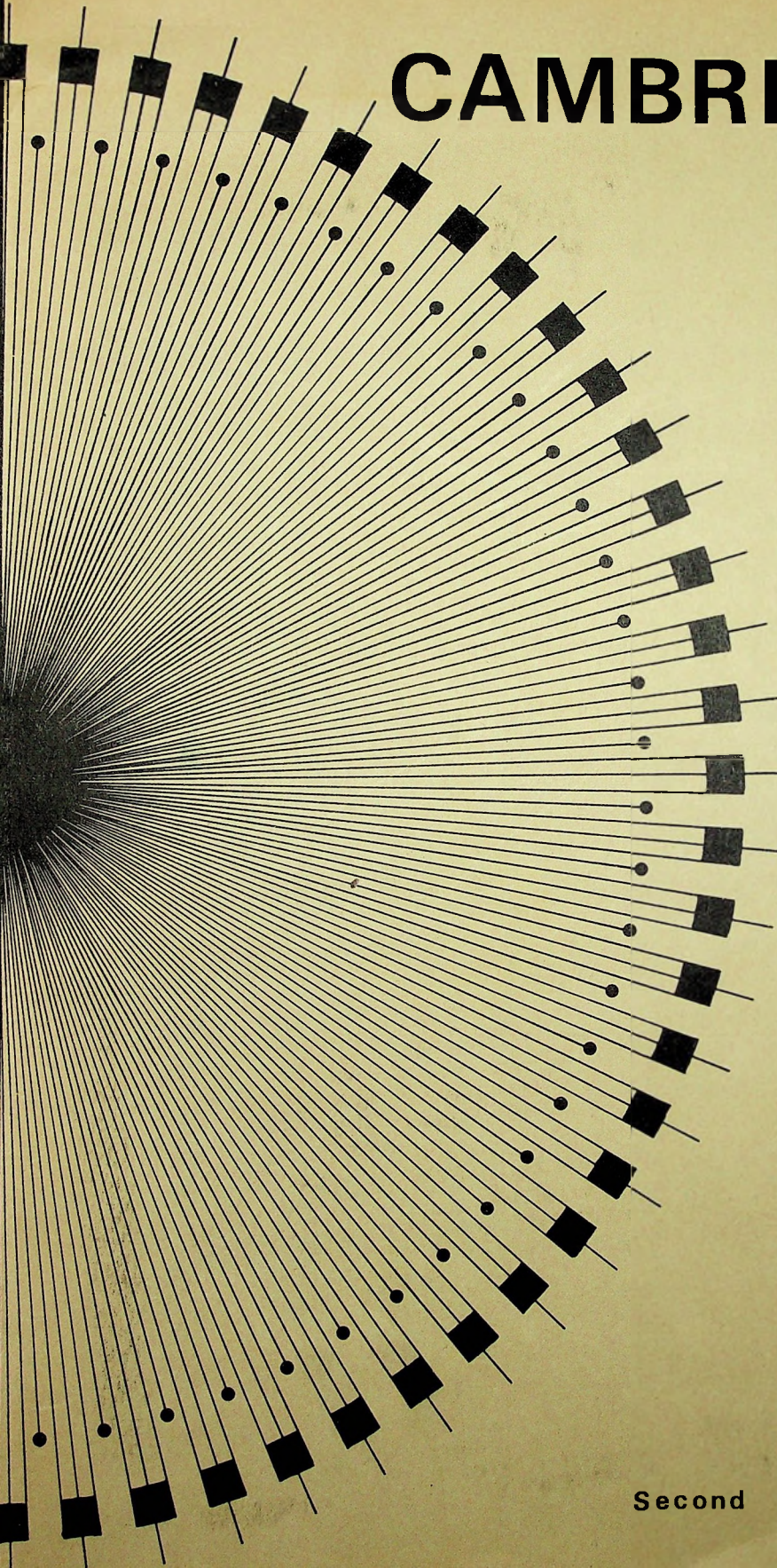


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CAMBRIDGE



DRAFT TOWN CENTRE MAP

Second Interim Report

**CAMBRIDGESHIRE AND ISLE
OF ELY COUNTY COUNCIL**

**CAMBRIDGE DRAFT TOWN CENTRE MAP
SECOND INTERIM REPORT**

November 1968

CAMBRIDGESHIRE AND ISLE OF ELY COUNTY COUNCIL



FOREWORD

This report describes a number of considerations which are of fundamental importance to the future planning of the Central part of the City of Cambridge. A framework has been set out within which detailed studies, development proposals and a programme for investment can be assessed in relation to the problems and objectives.

In agreeing to the publication of this second interim report on the Draft Town Centre Map, the Town and Country Planning Committee hope that people will take the opportunity to make known their views on the suggested policies and structure for the centre of Cambridge before the next, more detailed, steps are embarked upon.

Alderman T. H. Ellingham, O. B. E., J. P.
Chairman, Town and Country Planning Committee

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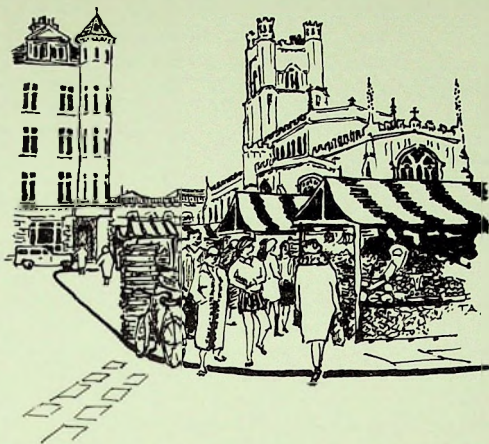
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INTRODUCTION

- 1.01 In 1962 the Ministries of Housing and Local Government and of Transport jointly issued Planning Bulletin No. 1 "Town Centres - approach to Renewal". This recommended a new approach to town centre planning, in the form of the Town Centre Map, a non-statutory document stating objectives and policies as a supplement to the more precise proposals of the formal parts of the Development Plan. Its purpose is to provide a comprehensive framework within which detailed proposals affecting any part of the central area can be seen against the background of the whole. More recently, proposals by the Planning Advisory Group to replace conventional Town Maps, allow for a series of broad Local Plans, of which the Town Centre Map would be one, within an Urban Structure Plan. Within this framework, areas of environmental importance or in need of comprehensive redevelopment, would be dealt with by means of detailed Action Area Plans.

1. 02 The emphasis of the Town Centre Map is on the continuing process of town centre planning. There is no final map, but a series of continuously revised maps progressively developed and refined as decisions are made and development and redevelopment takes place. Thus the first draft may be no more than a broad assessment of the problems and objectives and contain little or no detail. To be of practical value, however, reasonably firm decisions are needed at an early stage on certain major elements which cannot remain flexible, for example, the main road framework, the policies for traffic access and parking, and the broad land use allocations. Precise sites for specific purposes may need to be reserved or may be left for decision at a later stage, depending on local circumstances and demands. Where comprehensive redevelopment is intended the Town Centre Map does not take the place of the C. D. A. Map proposals, but provides the setting for their formal consideration.
1. 03 The basic problems of the Cambridge Town Centre Map area stem from congestion - of vehicles, people and uses, and the impact which the needs of the motor vehicle has upon the historic centre of the City. In land use terms the enclosing of central area uses by University and Colleges is clearly seen in Plan B. In traffic terms Plan A1 shows main primary routes passing through the shopping centre, confining pedestrians to often narrow pavements and detracting from environmental quality generally. Early proposals for relieving congestion provided for the removal of all through traffic onto new and improved roads skirting the central area and further out, together with a number of public off street car parks sited on the periphery of the central commercial area. To cater for the increasing floor space demands of the regional shopping centre the Lion Yard was to be comprehensively and more intensively redeveloped, mainly for commercial uses. The effect on the central area of increasing road traffic was to be met by traffic management arrangements and additional public off-street car parks. The Minister subsequently endorsed the principle of relieving central area congestion and the road and car parking provisions but took the view that the existing shopping area should not be allowed to intensify but rather extended in some way "east of Emmanuel Road and north of Parker Street" whilst restrictions on development were placed on the existing centre.
1. 04 In the case of Cambridge the urgency of the preparation of a Town Centre Map arises from the need to establish a framework within which to plan the detailed schemes for the redevelopment of the Lion Yard and the new shopping area east of the centre. The contents of this Draft are therefore confined to the essential elements required as background to these schemes. Other, no less important aspects will be incorporated in later drafts: in particular, a realistic rearrangement of public transport services (which is to be examined in the final stages of the Cambridge Transportation Study) and a detailed policy for design and high buildings in the City to be determined as work on conservation areas progresses.

THE BACKGROUND TO THE PREPARATION OF A TOWN CENTRE MAP FOR CAMBRIDGE

Aims

2. 01 In planning for the central area of Cambridge it has always been the objective of the County Council (and confirmed by the Minister) that two of the criteria are as follows :-

- (a) That Cambridge should remain predominantly a University City but at the same time continue to function as the principal social, cultural and commercial centre for the surrounding region.
- (b) To provide a comprehensive road and parking system capable of satisfying traffic requirements in the City and in particular to relieve congestion in the central area.



The Planning Authority's Policies

2.02 To achieve these objectives the Planning Authority, in the preparation of the First Review of the Town Map, accepted as fundamental that full motorisation of the centre could not be contemplated and within this context their policies were to secure :-

- (a) the construction of relief roads to divert traffic from the central streets;
- (b) the control of traffic and parking within the central area and ultimately the creation of a central precinct within which pedestrians would have priority;
- (c) the introduction of an integrated system of car parking facilities to serve the central area;
- (d) the progressive improvement of regional shopping and other central area facilities, including the redevelopment of the Lion Yard for this purpose.

The Decision of the Minister of Housing and Local Government

2.03 In approving the Review, the Minister accepted the aims and traffic policies, but considered that the need for additional regional facilities should be met by the development of the City Road area rather than the intensive redevelopment of the Lion Yard, while placing restrictions on further shopping and commercial development over a large part of the existing central area. An extract from his decision letter dated 26th August 1964 is set out in Appendix I.

The Present Position

2.04 Following this decision the authorities were faced with the immediate task of preparing detailed schemes for (a) the Lion Yard on the basis of the limited expansion of commercial floor space allowed by the Minister and (b) additional shopping development in the City Road area. In the case of the latter no indication had been given by the Minister of the extent or precise location of shopping to be provided. These detailed schemes could only be prepared within the context of a Town Centre Map.

2.05 As a first step, the Planning Authority sought the advice of their consultant valuers, Messrs. Gerald Eve and Partners, on the amount of additional central area shopping floor space likely to be required in Cambridge, in the light of the terms of the Minister's decision. Their report was presented in November 1965. Briefly their conclusions were :-

(a) Allowing for the intensification of the existing centre which was expected to take place despite the restrictions and the expansion allowed in the Lion Yard on redevelopment, the amount of shopping floor space likely to be required in addition by 1981 was of the order of 100,000 square feet.

(b) Any development of a central area extension on a significantly larger scale could only be successful if location factors such as access and parking were created to be strongly in favour of the new area at the expense of the existing centre.

2.06 Meanwhile, in February 1965 a Town Centre Working Party was set up to co-ordinate the activities of the authorities and consultants concerned in the preparation of the schemes. This comprised officers of the County and City, the University, the Ministry of Housing and Local Government, the Ministry of Transport and the Traffic, Valuation and Architectural Consultants, Messrs. R. Travers Morgan and Partners, Gerald Eve and Partners and Llewelyn-Davies, Weeks, Forestier-Walker and Bor respectively.

2.07 Resources are likely to be available for the redevelopment schemes as the City Council submitted a bid to the Minister, under Circular 50/66 for inclusion in the programme of both the Lion Yard and Fitzroy Street, although the latter was held over until some progress could be made by the Lion Yard application.

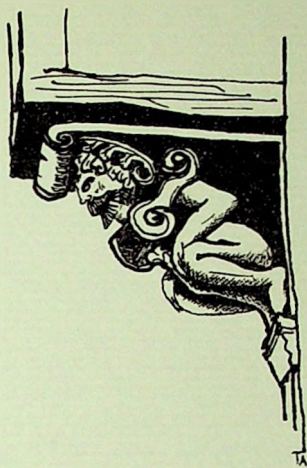
2.08 The Working Party has been primarily concerned with the consideration of the ways in which the Minister's decision could be implemented. In doing so they have had before them Messrs. Gerald Eve's report, a number of alternative schemes for the location of the new shopping area, prepared by the City Architect and Planning Officer and the County Planning Officer, and preliminary reports on the preparation of the Town Centre Map covering in particular the broad policies, main road framework and car parking. Their conclusions on the location of the new shopping area are set out in the Town Clerk's report presented to the Joint Consultative Committee at their meeting on 25th July 1966.

2.09 Following a decision by the City and County Councils in December 1966, to explore in detail the possibility of locating

regional shopping facilities in the Fitzroy-Burleigh Street area and the general acceptance of a link road between Four Lamps junction and Gonville Place, the architectural consultants to the City Council (Llewelyn-Davies, Weeks, Forestier-Walker and Bor) were briefed to examine and report on the proposal. Their conclusions will rest on the negotiations of the valuation consultants with potential floor space occupiers and the validity of their proposed scheme will have to be finally checked against the Transportation Study recommendations, expected in 1969.

2. 10 It is clear that any decision on the shopping area must be made in the context of the planning of the central area as a whole. A summary of progress on the Town Centre Map and the conclusion so far in the form of a second Draft Town Centre Map are therefore presented in the next part of this report.





THE TOWN CENTRE MAP

Survey and Analysis

3.01 In March 1966 a group comprising technical officers of the County, City, University, Ministry of Housing and Local Government and Ministry of Transport was formed to undertake and co-ordinate the preparatory work required for the Town Centre Map. Through this group it has been possible to assemble a great deal of basic survey material (much of it an extension of earlier survey work on traffic and shopping) including :-

- (a) Existing Land Use
- (b) Applications Approved
- (c) Town Character
- (d) Land Ownership
- (e) Pedestrian movement
- (f) Cycle movement
- (g) Parking
- (h) Access and loading facilities
- (i) Public Transport
- (j) Property Values
- (k) Changes in retail floor space in the central area
- (l) Areas for consideration as 'Conservation areas'
- (m) Shopping floor space and hinterlands

This data will form an invaluable background in working out proposals for the Town Centre Map in more detail.

3. 02 It is believed that general agreement has now been reached by all the technical officers on the broad policies, the main road framework and the distribution of car parking.
3. 03 Analysis and further studies are still proceeding but it will be some time before these have reached a sufficiently advanced stage to lead to conclusions and detailed proposals to be incorporated in the Town Centre Map.

Draft Town Centre Map

3. 04 At this stage the Draft Town Centre Map is is outline only, covering in particular the basic policies; the main road framework in relation to the town as a whole and access to the centre; car parking; and conservation. Description of each of these aspects is contained in the following sections of this report.
3. 05 The proposals are based on those contained in the First Review of the Town Map so far as these were approved by the Minister, but taking account of his modifications relating to regional shopping provision, and extended to deal with the Town Centre in slightly greater detail.

Basic Policies for preparing the Town Centre Map

3. 06 Within the aims set out on page 3, the basic policies which form the starting point for the Town Centre Map are as follows :-
- (a) The existing central shopping area should retain its regional function and additional shopping provision, though outside the ring of Colleges, should be in the form of an extension to the existing centre.
 - (b) In the central core of the City (see Plan B) an area should be created where pedestrians and cyclists have priority over motor vehicles and any new pedestrian orientated uses should be related to this area.
 - (c) The University and College areas should be safeguarded as far as possible from vehicular traffic movements other than those they themselves generate.
 - (d) All through traffic and cross town traffic should be diverted round the central area

and University areas on a cordon of primary distributors.

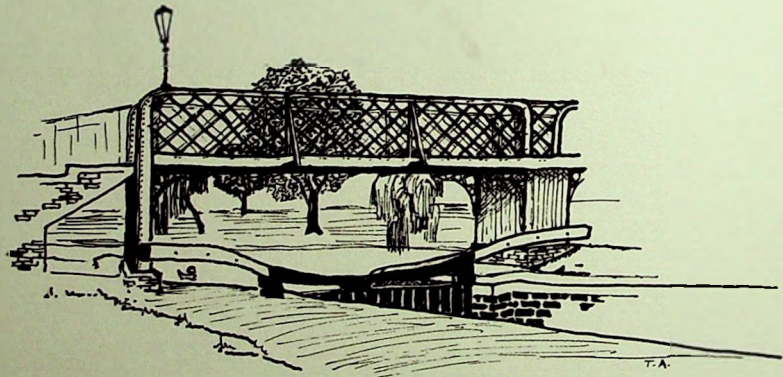
- (e) Within this cordon of primary distributors, traffic control should be such that the area can be served adequately by the use of certain streets as district and local distributors and with restricted movement of vehicles across the central core of the City, except for service and emergency traffic.
- (f) As the development of this road hierarchy will involve restriction on the accessibility of the central area, all redevelopment or intensification of existing development will have to be evaluated in traffic terms as well as the more normal criteria of land use, character, etc.
- (g) There should be maximum accessibility by public transport to the central area.
- (h) The redevelopment of the Lion Yard area should be closely related in terms of phasing and circulation to both the existing and the extension of the centre.
- (i) The unique environmental quality of the historic centre should be safeguarded.
- (j) The importance of pedestrian links between the extension of the central shopping area and the historic centre are to be emphasised.

Main Road Framework

- 3.07 Plan A attached to this report shows in diagrammatic form the changing function of the network of primary and district distributors in close proximity to the central study area as various proposals are implemented. This network has been fully discussed by the appropriate technical officers of the County, the City, the University, the Ministry of Housing and Local Government and the Ministry of Transport. The views of Messrs. R. Travers Morgan and Partners have also been sought.
- 3.08 In putting forward these road proposals the principle has been adopted that, in view of the limited resources likely to be available for major road works, the fullest possible advantage must be taken of the present road system, at least for some time to come. In particular full use must be made of available river crossings.

3.09 Although now shown in a different notation, indicating function, the proposals are basically those contained in the approved Town Map Review. An evaluation of these roads and estimates of future traffic flows are set out in the Consultant's Report - Study Paper No. 1. The changes and fresh proposals which have since been made are not likely materially to affect the conclusions of that report, so far as the roads within and in close proximity to the study area are concerned.

3.10 The function of the Land Use/Transportation Study, now being carried out, is to provide a comprehensive data base for the Cambridge sub-region and an evaluation of alternative land use distributions within the framework of financial restraints on road-works indicated by the Ministry of Transport. The declared aims of the parties underwriting the Transportation Study make it unlikely that any radically different proposals to those embodied in the approved Town Map will be proposed for the Town Centre Map area.



The Proposed Road Hierarchy

3.11 The nomenclature used here to describe the road hierarchy is that adopted by the Ministry of Transport's Study Group, in their report "Traffic in Towns" (1963).

- 3.12 In the earlier stages of the proposals the roads shown on Plan A as primary distributors are intended to carry all the main through and local through traffic across the town. When the proposed outer regional routes - the Cambridge Northern Bypass and the Western Bypass - are constructed, it is expected that a major proportion of the through traffic will be carried wholly clear of the built-up area. At this stage the chief function of the internal primary distributors shown on the Plan will be to carry the main town traffic flows. Design and traffic management will be directed towards encouraging drivers to use primary distributors for the greater part of their journeys and to enter the district and local distributor roads only at a point near their destination. It follows that both the new and improved existing primary distributors should be free flowing and have a minimum of access points.
- 3.13 As each new section of primary distributor is brought into use, the functions of some existing roads will change. For example, until the Northern Access Road is constructed, Castle Hill will operate as a primary. On the other hand, Brooklands Avenue will remain a district distributor until one or more ad-joining sections of new primary routes are completed.
- 3.14 It will be noted that Victoria Avenue and its continuation southwards to Gonville Place is shown on Plans A, 1-3 as a primary distributor but it is intended that its main function should be to distribute traffic to the inner districts. However, it is recognised that it will also partially function as a primary distributor, at least until the Occupation Road link can be constructed.
- 3.15 It is considered important that the Victoria Avenue route should be kept open. The severance of the north/south route through the central area is likely to be acceptable only if a reasonably nearby alternative is available. Moreover, it is economically desirable that full use should be made of Victoria Avenue as a relatively high capacity existing road. The continued use of Victoria Bridge will also help to distribute the heavy load which would otherwise be concentrated on the new Chesterton Bridge.

Distribution within the Central Area

- 3.16 In principle it is intended that there should be no continuous routes through the central area, except for essential, public and emergency services. It is hoped that it will be possible to close certain central streets entirely to motor traffic. The majority, however, will have to be kept open and operated mainly on a one-way loop system to give access to the short term parking facilities and allow service vehicles to penetrate the whole of the area. It will, of course, be necessary to make arrangements for emergency services to gain ready access to all parts of the centre.

3. 17 Plan A also shows the likely arrangement of central area local distributor roads. A detailed examination of how such a system would work has been made by the City Surveyor in his Report on Roads, Traffic and Car Parking in October 1967, which was subsequently accepted and adopted by the City Council.
3. 18 At this stage, no attempt has been made to show proposals for the routing of buses as this has to be worked out in greater detail after further analysis of survey data and consultation with various public transport operators.
3. 19 Although the preliminary results from the Cambridge Transportation Study indicate that the existing road proposals for Cambridge are likely to remain valid, a detailed plan for the Town Centre Map area will not be drawn up until next year when any modifications or proposals arising out of the Transportation Study could be incorporated.

Car Parking

3. 20 The Town Centre Map will be based on the assumption that it will never be possible to provide for "free demand" for car parking within the historic centre of Cambridge. The scale of facilities and associated roadworks required would either be so damaging to the environment, if provided above ground, or so costly to the public authorities, if provided underground, that some limitations must be imposed. On the other hand it has to be recognised that the prosperity and competitive attraction of the centre as a whole depends on the maintenance of a high level of access by car, particularly for shoppers and visitors. The distribution and control of car parking facilities are therefore among the most vital elements of the Town Centre Map proposals.
3. 21 It is suggested that the car parking provisions for the central area should be based on the following general principles :-
- (a) No attempt should be made to cater for full parking demand within the historic central area beyond a limit set by a modest scale of road works and parking structures consistent with the character of the area.
 - (b) In so far as limitation has to be imposed, priority should be given to short period parking and controls operated as necessary to achieve this.
 - (c) In order to maintain maximum accessibility to all parts of the centre, car parks should be distributed around the centre, particularly for short term parkers.

The First Review Proposals

3. 27 The parking provisions for the central area envisaged in the First Review of the Town Map, and confirmed by the Minister, are based on an integrated system of distribution and control, broadly as follows :-

- (a) A series of inner car parks within or very close to the central core, controlled to accommodate short period parking only. Specific proposals were for parks at Lion Yard, King Street and Park Street.
- (b) A further series of car parks around, but just outside the central area to accommodate medium and long period parking, controlled to give priority to the shorter duration parking as necessary. Specific sites were allocated only in a few cases, but general locations were suggested.
- (c) The total capacity of (a) and (b) above would be limited by the capacity of the network of distributor roads and considerations of environment in the inner districts. If it is decided to ultimately provide spaces in excess of this capacity it was proposed that further provision should be made in outer car parks linked to the centre by public transport. These could be provided at cheaper rates to discourage the use of cars in the inner districts, particularly by all day parkers.

3. 28 Suggestions by the Traffic Consultants as to how these proposals could be operated in relation to the estimated parking demand are set out fully on pages 41-46 of Study Paper No. 1.

3. 29 In the present stage of the preparation of the Town Centre Map, it is now necessary to review the overall parking provision for the centre and to make more detailed proposals for implementation. It is believed that in principle the proposals of the Town Map Review, as set out above, are still valid, but some adjustments may be necessary :-

- (a) In relation to the City and County Councils' decision on the location of new shopping, stemming from the Minister's recommendation.
- (b) In relation to the more detailed information

now available for the Town Centre Map area.

The Effect of the Ministers' Decision

3.30 The Minister's decision to restrict the expansion of shopping in the historic centre and the City and County Councils' decision to provide for additional shopping in the Fitzroy Street/Burleigh Street area is not likely to affect significantly the estimated total central area parking demand. The Traffic Consultants, in making their estimates, allowed for some overall increase in the attractive power of the centre. There could, however, be a slight shift in location of the demand towards the new shopping area. Moreover, it may be considered desirable to attract shoppers to the new area by providing a larger proportion of the short term parking facilities close to it. The proposals now under consideration by the Corporation for the new centre allow for 2,000 spaces - some 420 more than originally estimated free demand, from the new centre, on Mondays to Fridays, inclusive, which is probably the maximum number which can be adequately served by the proposed road network in that area.

3.31 At the same time it must be borne in mind that the new shopping will account for only a small part of the total activity in the central area. The great bulk of the trip destinations is bound to remain much as it is now, in the historic centre.

Car Park proposals for the Town Centre Map

3.32 The following proposals in respect of size and distribution are illustrated diagrammatically in the Draft Town Centre Map.

	No. of spaces
1. Park Street	450
2. King Street	500
3. Lion Yard	750
4. Fitzroy Street/Burleigh Street area	2,000
5. Gonville Place	650
6. Saxon Street	650

	No. of spaces
7. South of Silver Street and west of Trumpington Street	300
8. West Cambridge (Backs/ Newnham area)	500
9. Pound Hill/Castle Street area	700
	<hr/>
	6,500

3.33 This provides a total of some 6,500 spaces and may well be about the limit that the inner network of distributor roads can carry without large scale improvements. Whether more can be provided within this general area, or should be located further out in association with bus services, can only be determined when the traffic loading has been examined in more detail. In any case, demand for 7,250 spaces is not likely to be reached for some time, so any additional provision can remain flexible for the time being. If the number and location of spaces envisaged above are not realised then further sites will have to be found if that level of facilities is to be achieved. Similarly, if, as has tended to happen in the past, potential sites for off-street parking facilities are gradually whittled down, then it is probable that more on-street meter spaces than are aesthetically compatible with the character of historic Cambridge will be required for the foreseeable future.

3.34 The extent to which these proposals for parking facilities are carried forward to the more detailed Town Centre Map will be dependant on the findings of the Land Use/Transportation Study particularly with regard to the capacity of the distributor and access roads within the Town Centre Map area considered appropriate for serving both public and private car parks.

Private parking spaces

3.35 The above estimated demand is for public parking space, although some small allowance was made for the limited opportunity for increased private space within the centre. Thus there may be an additional private parking demand which will have to be accommodated near or within easy access of the centre.

3.36 It is normal development control practice to require parking space to be provided in new development or redevelopment to accommodate parking generated by the establishment concerned.

Within the central core, however, this practice clearly cannot be operated.

3. 37 The University and Colleges present a special problem. At present their sites account for some 70% of the private parking within the controlled area. It will be desirable to provide a limited amount of parking space on the central sites, for short period visits, but the greater part of the demand could better be met by University and College car parks further out. Discussions are being held with the University to examine the possibilities of an integrated scheme, following the Report on car parking problems and policy produced by a Joint Committee of the Council of the Senate and of the Financial Board in November 1967.



Conservation Area in Central Cambridge

3. 38 The Civic Amenities Act of 1967 places a responsibility on the Local Planning Authority to define areas of architectural quality or historical importance, "the character or appearance of which it is desirable to preserve or enhance". There is no power to delegate these responsibilities but the Cambridge City Council is being consulted on the proposed areas, which are to be designated by a simple procedure involving public advertisement and notification to the Minister. Definition is the prelude to special policies relating to development control and the making of grants, notably under the Historic Buildings Acts of 1953 and 1962.
3. 39 Definition of conservation areas implies an intention to make greater efforts to ensure that the areas function satisfactorily not only from an economic and social viewpoint but also from an aesthetic one. The Civic Amenities Act has important provisions regarding the advertising of planning applications where proposed development would affect the character or appearance of a conservation area. Street improvement schemes, the planting of trees and the clearing up of clutter and advertisements would be assumed to take place. New roads would be expected to have appropriately high standards of landscape and street furniture design.
3. 40 The Ministry advise that Planning Authorities should not delay definition until all relevant policies have been agreed. Preliminary studies have led to the definition of the boundaries of several suggested areas at this stage. After designation of these areas it will be necessary to consider in detail the special facts and factors required to formulate the policies to be applied.
3. 41 It is suggested that the right policy for central Cambridge is to protect not only the obvious historic buildings, including the colleges, but to embrace for conservation and enhancement all that the citizens and visitors alike would regard as "the essential Cambridge". It is not therefore appropriate to suggest merely the inclusion of numerous small pockets of character which deserve preservation on their own, but rather to spread the net fairly wide with a view to defining policies for preservation or change in the interests of the atmosphere of the town centre as a whole. Within such a wide area, it will be desirable to agree policies under the following headings, the details of which will be developed against the Town Centre Map background :-
- (i) Preservation
 - (ii) Preservation with minor restoration
 - (iii) Preservation with rehabilitation

- (iv) Change by "face lifting"
- (v) Change by demolition and infilling where appropriate or by redevelopment
- (vi) Open spaces and streets

Suggested Area : Plan 'C'

- 3.42 Area I - This conservation area is proposed to include the City's major open spaces and, subject to various policies for preservation and change in areas ultimately defined within it, the centre of Cambridge; broadly the area between Chesterton Road (excluding Mitcham's Corner) the University and college boat-houses, Butt Green (with the short ranges of Regency houses at the end of Maids Causeway), New Square, the frontage of Emmanuel Road (and the western parts of the streets leading from it), Parkside, Gonville Place, Lensfield Road (including the Catholic Church and Presbytery), Brookside, the Botanic Gardens, the north side of Brooklands Avenue, New Bit, Sheep's Green, the western range of Newnham village (including the Malthouses), Newnham College and Selwyn College, the western frontage of Queen's Road, Westminster College, Honey Hill and the Castle Mound.
- 3.43 Effectively this covers all the Town Centre Map area except a part on the eastern side, large sections of which are ripe for redevelopment.



CONCLUSION

4. 01 This report sets out the broad policies and considerations which should be taken into account in making further progress on both the implementation of the Minister's decision and the preparation of a more detailed Town Centre Map.

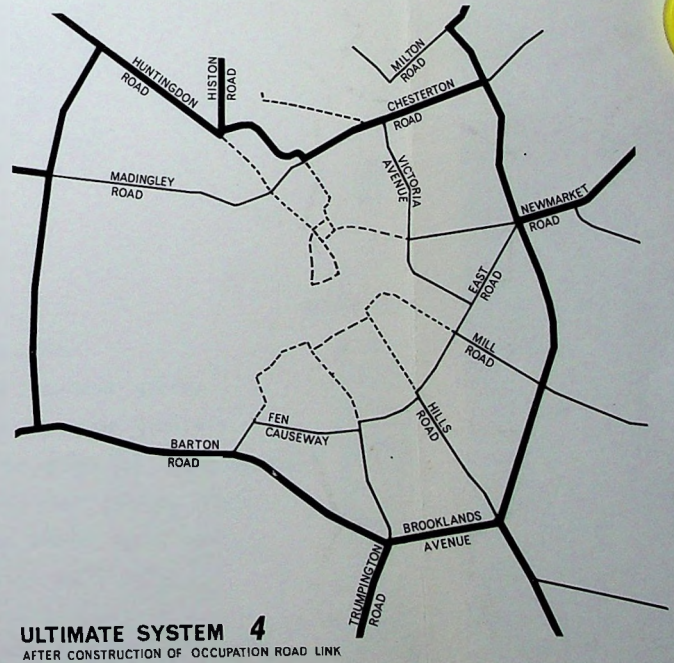
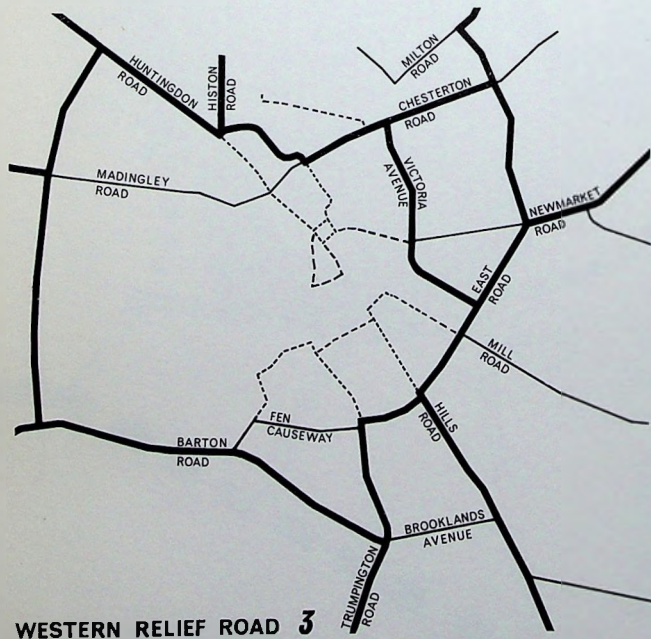
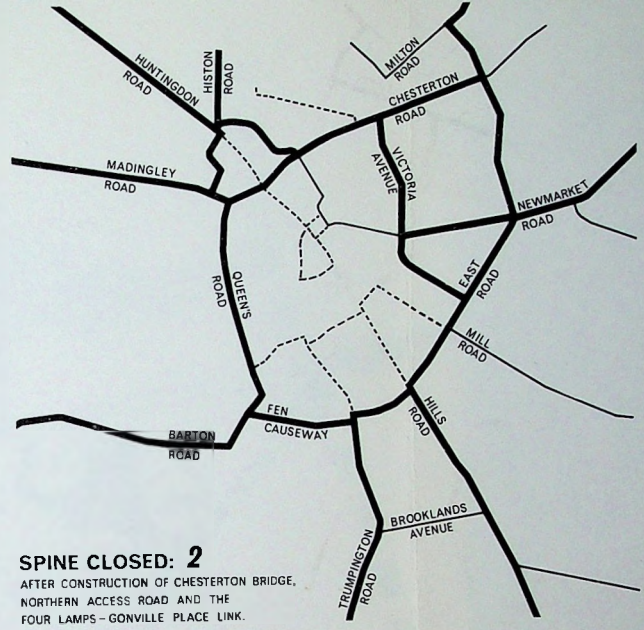
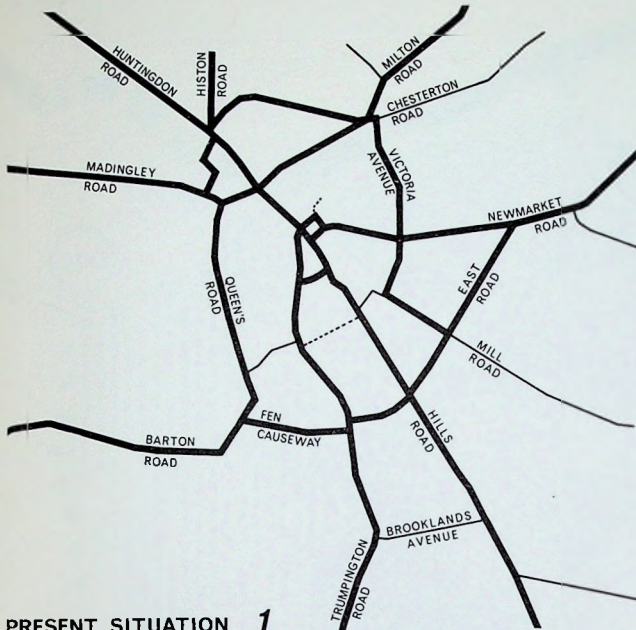
4. 02 It is being published at this stage to give those likely to be affected by the suggested policies an opportunity of making known their views to the Planning Authority so they can be taken into account before a final decision is taken and more detailed work on the Town Centre Map proceeds.

B. H. Mellor
County Planning Officer

Shire Hall
Castle Hill
Cambridge

November 1953

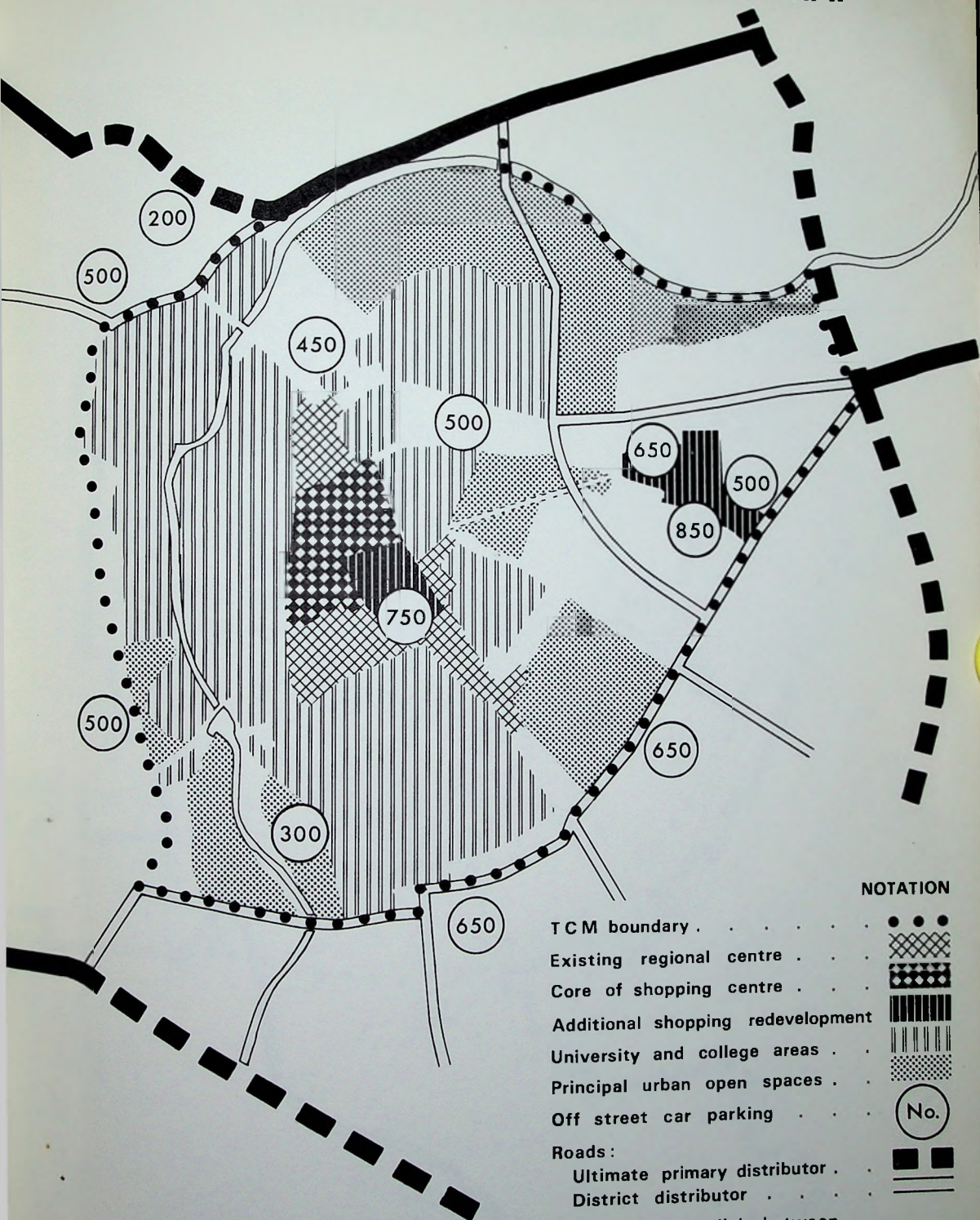
CAMBRIDGE : CHANGING ROAD FUNCTION AS PRESENT PLAN PROPOSALS ARE IMPLEMENTED.



Primary distributor. District distributor. Local distributor

PLAN A

CAMBRIDGE DRAFT TOWN CENTRE MAP

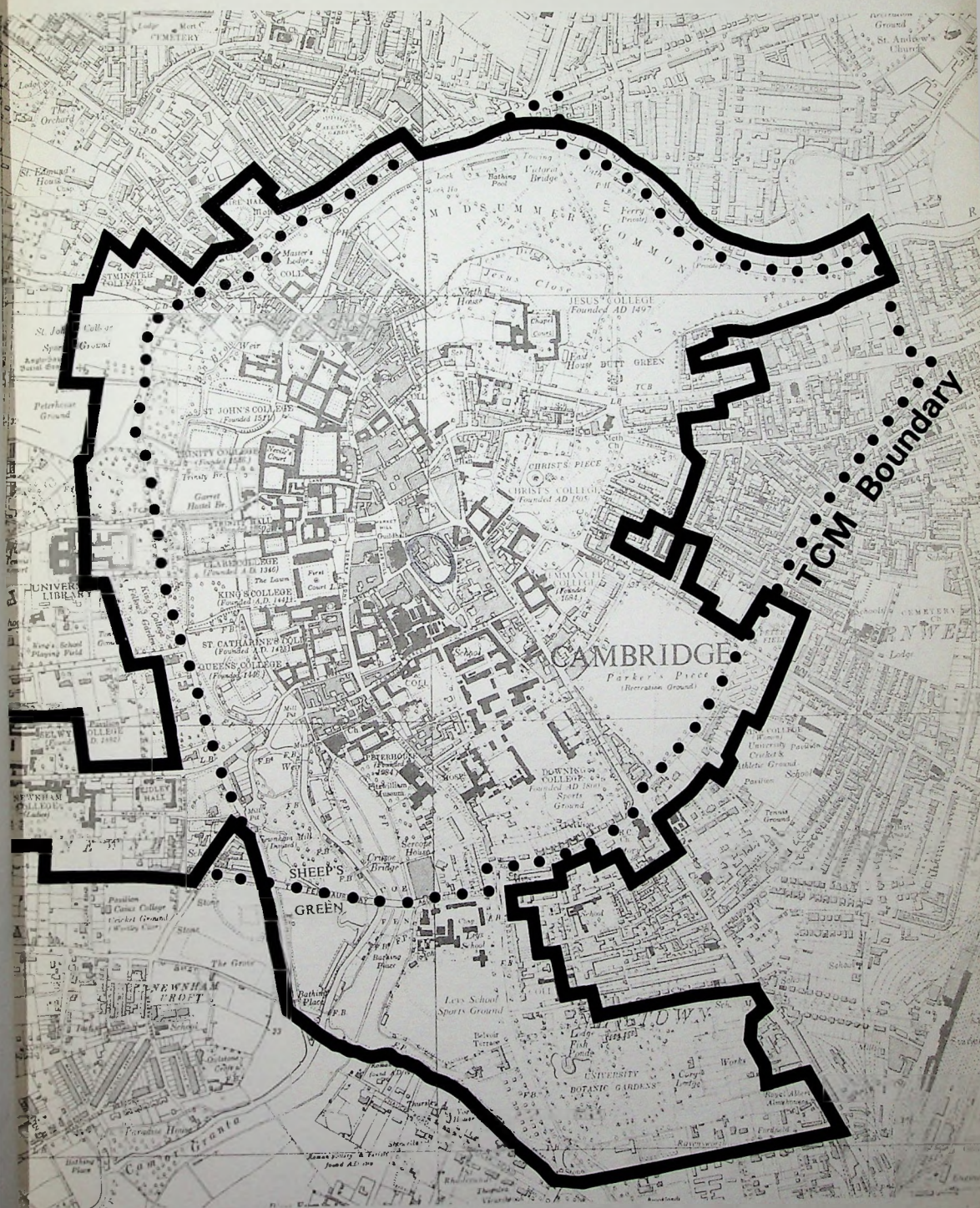


NOTATION

- TCM boundary
- Existing regional centre
- Core of shopping centre
- Additional shopping redevelopment
- University and college areas
- Principal urban open spaces
- Off street car parking
- Roads :
 - Ultimate primary distributor
 - District distributor
- Main pedestrian link between existing and extension of central shopping area

Note: This diagram does not show any details relating to the design of roads nor the type of junction which may be required

PROPOSED CONSERVATION AREA IN CENTRAL CAMBRIDGE



TCM Boundary

PLAN C

Scale in feet 0 500 1000

**EXTRACT FROM THE MINISTERS DECISION
LETTER OF 26th AUGUST 1964**

"The issue here is to reconcile the two functions of Cambridge as a regional centre and as a university town. The Minister is not convinced that it is necessary to pursue a drastic policy for the removal of the regional shopping facilities from inside the ring of colleges, but it is nevertheless clear that the existing arrangement of uses has produced an intolerable congestion both of people and vehicles within this ring. The Minister notes that the council propose to cure this congestion by a co-ordinated series of new roads and car parks; and he appreciates, although such a proposal is not before him, that it is intended in due course to provide a traffic-free precinct within the central area; but he is not satisfied that these measures will be adequate if the whole of the City's central shopping facilities are kept within the existing ring. This would result in both an intensified use of shopping space and a nett increase in its total area; and these factors would add to the congestion and operate against the council's proposals for its alleviation.

In reaching this conclusion he has had in mind the likelihood that the existing conditions of congestion have kept down the number of shoppers in the central area and in particular the number of shoppers visiting the central area by car. It is reasonable to assume that there is a substantial latent demand quite apart from the normal growth of traffic, but this cannot be measured, and it does not appear to have been allowed for in the council's traffic proposals. Moreover the current movement towards the establishment of really large supermarkets, which attract particularly large numbers of people and vehicles, has hardly yet reached Cambridge. It is however growing in other regional centres, and there is no reason for thinking it will pass Cambridge by. This development would involve a substantial additional increase in traffic, and the Minister is convinced that such an increase could not reasonably be contained within the present central area. He appreciates the limitations of development control in this matter, and he considers that the right course is for the council to take positive action to provide for these high intensity shopping uses elsewhere. This provision should be made on land which is as close as possible to the central area, so that it may conveniently be visited by shoppers at the same time as they visit the existing central area, but located with its approach roads and substantial car parks - outside

the actual ring of colleges. These considerations point clearly to the use for these purposes of land to the east of Emmanuel Road and north of Parker Street.

The redevelopment of an area of land here for these purposes appears to the Minister to be the most urgent step to be taken to reduce congestion in the central area, and he considers that an immediate start should be made with proposals for it.

With this new area to provide both for types of shop not at present established in the City and for expansion of the volume of central area shopping generally, it becomes possible to provide that the volume of shopping within the ring of the colleges should not increase. This the Minister considers to be essential if the council's proposals to reduce congestion there are to be effective.

The proposals at present before the Minister allow for a substantial increase in shopping floor space in the Lion Yard, quite apart from the tolerances which will have to be permitted on redevelopment in the remainder of the central area, unless heavy claims for compensation are to be incurred. The Minister does not consider this satisfactory. Nevertheless, he shares the anxiety of both authorities that a redevelopment scheme of high quality should be embarked on immediately in the Lion Yard, and he recognises that the City Council would be faced with a considerable financial burden if no increase in shopping were permitted in this area. In order therefore to encourage rapid action, he is prepared to authorise an increase in shopping floor space to the extent of 30,000 square feet above the level existing at the date of this submission. He wishes it to be clearly understood, however, that his proposals for reducing the pressure on the central area by providing an extension outside the ring of colleges must be implemented quickly, and a strict control must be maintained over existing central area shopping, if the present congestion is not to be increased. The Minister therefore asks that the council will prepare a scheme for the Lion Yard area concurrently (after conducting the necessary surveys) with comprehensive development or proposals for the extension of the central shopping area to the east of Emmanuel Road and north of Parker Street, and will submit them to him within the next few months."

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